What is claimed:

1. A storage device with variable storage capacity, the storage device comprising:

an input area;

an output area;

a continuous conveying element connecting the input area to the output area;

the continuous conveying element being guided by guide elements in a looping manner from the input area to the output area, whereby the continuous conveying element defines a multi-layered storage area adapted to store products and a multi-layered return area adapted to be free of products;

the multi-layered storage and return areas being arranged side by side and changing in length depending on a state of fullness of the storage device while an overall length of the continuous conveying element remains generally constant; and

at least one storage layer of the multi-layered storage area and at least one storage layer of the multi-layered return area being arranged on a common horizontal plane.

- 2. The device of claim 1, wherein the storage device is adapted to store rod-shaped products.
- 3. The device of claim 1, wherein the storage device functions on a first in first out manner.
- 4. The device of claim 1, wherein the multi-layered storage area comprises a full strand.

- 5. The device of claim 1, wherein the multi-layered return area comprises an empty strand.
- 6. The device of claim 1, wherein each storage layer of the multi-layered storage area and each storage layer of the multi-layered return area is arranged on a common horizontal plane.
- 7. The device of claim 1, wherein the multi-layered storage area and the multi-layered return area comprise separate guide elements.
- 8. The device of claim 1, wherein the guide elements of the multi-layered storage area are arranged on two disc towers.
- 9. The device of claim 8, wherein each of the two disc towers comprise a plurality of rotatably mounted storage discs arranged on a vertical spindle.
- 10. The device of claim 9, wherein at least one of the two disc towers can move relative to the other of the two disc towers.
- 11. The device of claim 9, wherein a first of the two disc towers is a stationary disc tower and a second of the two disc towers is a linearly movable disc tower.
- 12. The device of claim 11, wherein the second disc tower is movable along a generally horizontal plane.
- 13. The device of claim 1, wherein at least some of the guide elements are arranged on the multi-layered return area and are mounted on two plate towers.

- 14. The device of claim 13, wherein each of the two plate towers comprise a plurality of rotatably mounted plates arranged on a vertical spindle.
- 15. The device of claim 14, wherein at least one of the two plate towers is movably mounted.
- 16. The device of claim 14, wherein each of the two plate towers is movable along a generally horizontal plane.
- 17. The device of claim 1, further comprising a movable common slide unit comprising a plurality of plate towers a disc tower.
- 18. The device of claim 17, wherein each plate tower comprises a plurality of plates and the disc tower comprises a plurality of storage discs.
- 19. The device of claim 18, wherein each of the plurality of plates comprises a diameter that is substantially smaller than a diameter of the plurality of storage discs.
- 20. The device of claim 1, wherein at least some of the guide element comprise a plurality of stationary rotatably mounted reversing rollers.
- 21. The device of claim 20, wherein each of the plurality of stationary rotatably mounted reversing rollers is mounted on a horizontal spindle.
- 22. The device of claim 1, wherein the continuous conveying element comprises a continuous chain.

- 23. The device of claim 1, further comprising a drive for driving the continuous conveying element, wherein the drive is arranged in the input area.
- 24. The device of claim 1, further comprising a drive for driving the continuous conveying element, wherein the drive is arranged in the output area.
- 25. The device of claim 1, further comprising a first drive for driving the continuous conveying element arranged in the input area and a second drive for driving the continuous conveying element arranged in the output area.
- 26. The device of claim 1, wherein the guide elements comprise a movable disc tower and an inlet disc arranged above a stationary disc tower and an outlet disc, wherein a diameter of the inlet disc is greater than a diameter of the outlet disc, and wherein the diameter of the outlet disc is greater than a diameter of storage discs of each of the movable and stationary disc towers.
- 27. The device of claim 1, wherein the guide elements comprise an inlet disc arranged above a stationary disc tower and an outlet disc, wherein a diameter of the inlet disc is greater than a diameter of the outlet disc, and wherein the diameter of the outlet disc is greater than a diameter of storage discs of the stationary disc tower.
- 28. The device of claim 27, wherein the storage discs of the stationary disc tower, the inlet disc and the outlet disc are inclined at an angle relative to a generally horizontal plane.
- 29. The device of claim 28, wherein the angle comprises approximately 3.5 degrees.

- 30. The device of claim 1, wherein the guide elements comprise a stationary disc tower, a movable disc tower, and a plurality of plate towers supported on spindles.
- 31. The device of claim 1, further comprising guide sheets, wherein the continuous conveying element is guided along two longitudinal sides of the storage device via the guide sheets.
- 32. The device of claim 1, further comprising a system for varying the length of the multi-layered storage area and the multi-layered return area, whereby the system is adapted to vary a storage capacity of the storage device.
- 33. The device of claim 32, wherein the system is adapted to vary the storage capacity automatically.
- 34. The device of claim 32, wherein the system regulates a difference in speed between a drive arranged in the input area and a drive arranged in the output area.
- 35. The device of claim 1, further comprising at least one tensioning system adapted to tension the continuous conveying element.
- 36. The device of claim 35, wherein the at least one tensioning system comprises a frame, a tensioning bar, a weight, a tension member, a tensioning roller, and a reversing roller.
- 37. A method of storing rod-shaped products using the device of claim 1, the method comprising;

feeding the rod-shaped products to the input area;

positioning the rod-shaped articles onto the continuous conveying element; and

guiding the continuous conveying element with the guide elements to the output area.

38. A method of conveying rod-shaped products between a first machine and a second machine using the device of claim 1, the method comprising;

feeding, from the first machine, the rod-shaped products to the input area; positioning the rod-shaped articles onto the continuous conveying element; guiding the continuous conveying element with the guide elements to the output area; and

feeding, from the output area, the rod-shaped products to the second machine.

39. A method of conveying rod-shaped products between a cigarette making machine and a cigarette packing machine using the device of claim 1, the method comprising;

feeding, from the cigarette making machine, the rod-shaped products to the input area;

positioning the rod-shaped articles onto the continuous conveying element; guiding the continuous conveying element with the guide elements to the output area; and

feeding, from the output area, the rod-shaped products to the cigarette packing machine.

- 40. A storage device with variable storage capacity, the storage device comprising:
 - a frame comprising longitudinal members;
 - a stationary disc tower comprising a spindle and a plurality of storage discs;

a movable disc tower comprising a spindle and a plurality of storage discs; a plurality of reversing rollers;

an input area arranged adjacent an input disc;

an output area arranged adjacent an output disc;

a continuous conveying element that is guided by each of the storage discs of the stationary and movable disc towers, the reversing rollers, and the input and output discs; and

the continuous conveying element being guided in a looping manner from the input area to the output area, whereby the continuous conveying element defines a multi-layered storage area adapted to store products and a multi-layered return area adapted to be free of products.

- 41. The device of claim 40, wherein the multi-layered storage and return areas are arranged side by side and change in length depending on a state of fullness of the storage device while an overall length of the continuous conveying element remains generally constant.
- 42. The device of claim 40, wherein at least one storage layer of the multilayered storage area and at least one storage layer of the multi-layered return area are arranged on a common horizontal plane.
- 43. A method of storing rod-shaped products using the device of claim 40, the method comprising;

feeding the rod-shaped products to the input area;

positioning the rod-shaped articles onto the continuous conveying element; and

guiding the continuous conveying element with the guide elements to the output area.

44. A method of conveying rod-shaped products between a first machine and a second machine using the device of claim 40, the method comprising;

feeding, from the first machine, the rod-shaped products to the input area; positioning the rod-shaped articles onto the continuous conveying element; guiding the continuous conveying element with the guide elements to the output area; and

feeding, from the output area, the rod-shaped products to the second machine.

45. A method of conveying rod-shaped products between a cigarette making machine and a cigarette packing machine using the device of claim 40, the method comprising;

feeding, from the cigarette making machine, the rod-shaped products to the input area;

positioning the rod-shaped articles onto the continuous conveying element; guiding the continuous conveying element with the guide elements to the output area; and

feeding, from the output area, the rod-shaped products to the cigarette packing machine.

- 46. A storage device with variable storage capacity, the storage device comprising:
- a frame comprising longitudinal members arranged generally parallel to one another, a first end and a second end;
- a stationary disc tower arranged in an area of the first end of the frame and comprising a spindle and a plurality of storage discs;
- a plurality of reversing rollers arranged in an area of the second end of the frame;

a movable disc tower arranged between the first and second ends of the frame and comprising a spindle and a plurality of storage discs;

an input area arranged adjacent an input disc;

an output area arranged adjacent an output disc;

a continuous conveying element that is guided by each of the storage discs of the stationary and movable disc towers, the reversing rollers, and the input and output discs; and

a system for controlling a sliding movement of the movable disc tower,

wherein the continuous conveying element is guided in a looping manner from the input area to the output area, whereby the continuous conveying element defines a multi-layered storage area adapted to store products and a multi-layered return area adapted to be free of products.

- 47. The device of claim 46, wherein the multi-layered storage and return areas are arranged side by side and change in length depending on a state of fullness of the storage device while an overall length of the continuous conveying element remains generally constant.
- 48. The device of claim 46, wherein at least one storage layer of the multilayered storage area and at least one storage layer of the multi-layered return area are arranged on a common horizontal plane.
- 49. A method of storing rod-shaped products using the device of claim 46, the method comprising;

feeding the rod-shaped products to the input area;

positioning the rod-shaped articles onto the continuous conveying element; and

guiding the continuous conveying element with the guide elements to the output area.

50. A method of conveying rod-shaped products between a first machine and a second machine using the device of claim 46, the method comprising;

feeding, from the first machine, the rod-shaped products to the input area; positioning the rod-shaped articles onto the continuous conveying element; guiding the continuous conveying element with the guide elements to the output area; and

feeding, from the output area, the rod-shaped products to the second machine.

51. A method of conveying rod-shaped products between a cigarette making machine and a cigarette packing machine using the device of claim 46, the method comprising;

feeding, from the cigarette making machine, the rod-shaped products to the input area;

positioning the rod-shaped articles onto the continuous conveying element; guiding the continuous conveying element with the guide elements to the output area; and

feeding, from the output area, the rod-shaped products to the cigarette packing machine.